CANADIAN MOVING PICTURE

Digest

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THE STORY BEHIND 'THE STORY'

A scene from "Louisiana Story" being released in the United States by Lopert Films, Inc.

Although sponsorship has been sought far and wide by independent producers in these days of bank parsimony, there are a group of prospective 'angels' who remained untapped until the least commercial - minded of all independents, Robert Flaherty, came along.

This is not to say that others with the Flaherty example in mind can accomplish the job that he has done with "Louisiana Story" under the sponsorship of The Standard Oil Co. (New Jersey). For Flaherty is not a usual man by any standards and whatever trends he has established in the past seem to have taken about 26 years to catch on with the Hollywood contingent.

A Long Wait

This figure is not an idle exaggeration. Flaherty's first documentary feature "Nanook of the North" (released now in Canada by SARO) was made for Revillon Freres, a family of French fur merchants, in 1921. And yet, it was not until 1947, with Dory Schary's 20th Fox production of "Boomerang", that the documentary trend began its startling ascent in Hollywood.

Bearing that 26 - year time lag in mind, it seems doubtful that much feature financing of the type done by Standard Oil on Flaherty's latest will be forthcoming in the near future on a very broad scale. However, the story behind the production of "Louisiana Story" is intrinsically interesting in itself, aside from whatever long run effects it may have on the economics of independent feature production.

The first amazing phase of the Standard Oil - Flaherty romance (and that is what it has turned into) is the fact that the sponsor came to the producer. The oil company wanted an expert public relations job done on their product "in a belief that better feeling toward the company and the industry would result." Edward Sammis of the Standard Oil Co.'s public relations department has been kind enough to send us the inside story of what transpired between the company and Flaherty during the making of "Louisiana Story" and what is likely to take

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Hanson, Jarrat Sign Canadian Deal For 20 Kordas

CANADA SOLD AWAY FROM U.S. FOR FIRST TIME

"For the first time in the history of the Canadian film industry, we have been treated as a unit separate and apart from the United States. No longer is New York our eternal head office." — That was the main feeling surrounding the deal signed last week in London by which Eagle-Lion of Canada will physically distribute 20 pictures made by Sir Alexander Korda and Herbert Wilcox.

Having negotiated in great secrecy for the past six months, Oscar Hanson, President of Peerless Films of Canada and the personal representative of Korda in Canada, signed the contract finalizing the deal with Sir Arthur Jarratt, Deputy-Chairman and Managing Director of British Lion in London. Brtish Lion is the distribution company which handles the productions of both London Films (Korda) and Imperadio, known in the trade as Wilcox - Neagle productions.

Among the 20 pictures involved in the deal are: "Spring in Park Lane," which captured all British awards this year, "The Courtneys of Curzon St.", "Maytime in Mayfair" (made by Wilcox) and "Winslow Boy", "The Small Back Room", "Bonny Prince Charlie", and "Maria Chapdelaine" (made by Korda).

Producers and stars include most of the great names in British film production — Carol Reed, Antony Asquith, Powell and Pressburger, Robert Donat, David Niven, Myrna

(*Continued on Page* 10)

Canada To Exhibit 20 At Edinburgh Festival

An International Festival of Documentary Films, will again be an outstanding feature of the International Festival of Music and Drama in Edinburgh from August 21 to September 11. As this is the only International Festival devoted entirely to documentary films, the prestige value of exhibiting at Edinburgh is coveted by documentary producers throughout the world even though the Festival is non-competitive.

One of the outstanding Canadian Films shown at last year's Festival was "Who Will Teach Your Child?" produced by the National Film Board of Canada; it discussed the effects that school and teachers have upon children. This year the Film Board hopes to finish a companion film called "The Parent" in time for submission to the Edinburgh Film Committee.

This year there will possibly be twenty Canadian films sent to the Festival Film Committee for screening.

A MOMENTOUS OCCASION

At the signing of the British Lion-Eagle Lion contract in London: Sir Alexander Korda, Miss Anna Neagle, Sir Arthur Jarratt, and Oscar Hanson.

Foreign Films Upsurge In Western Canada

The rapid strides that the foreign-language films have been making in Canada were made even more evident this week when Somer James, Winnipeg branch manager for SARO, closed a deal with Harry Cohen, prominent independent exhibitor, for a minimum of twelve foreign - language productions from Alliance Films, to be played off within the next twelve months in both the Crescent Theatre, Calgary, and the Valour Theatre, Winnipeg.

The latter house, closed for extensive renovations and alterations, will re-open next month as a de luxe first run house, featuring foreign-language films, British productions, and other films of unusual merit. Opening programme in the new Valour will be the SARO release, "This Wine Of Love", (screen version of Donizetti's famous comic opera, "L'Elisir D'Amore").

The deal, assuring first run outlets for the Alliance foreign-language productions in Winnipeg and Calgary, follows closely upon the recent deal between Dave Griesdorf, owner of the new Studio Theatre, Vancouver, and J. L. Smith, President of Alliance, whereby the Studio Theatre is given exclusive first run in Vancouver on all Alliance foreign - language productions. Initial deal calls for a minimum of seven pictures. First picture on the new deal, "Shoe Shine", played for two weeks at the Studio. Second release, "The Barber Of Seville", opened at the Studio, Saturday, June 25, to capacity crowds. and looks set for a long run.

Columnist Plugs 'Brave' Ad

The Essaness Theatre Corporation ad on "Home of The Brave" which appeared last week in the Digest (reprinted in Canada through the courtesy of UA) has caused favorable comment in all quarters. The ad was inserted in the American trade papers by Eddie Silverman of the Woods Theatre, Chicago.

Wilkerson of the Hollywood Reporter devoted his entire column to the ad in the issue of June 8th, referring to the difficulties that the Woods, an ex-legitimate house, has to overcome in competing with all the new tinsel - bright cinema palaces in Chicago and the ways in which Silverman is overcoming these obstacles.

"This Silverman is a great showman," says Wilkerson. *"He knows theatre business and picture exhibition . . . He realizes the part that every exhibitor must play; the participation he must shoulder to advance the whole picture business. He's interested in producers making money so they can go on and produce more and better pictures."*

And then he adds, *"Would there were a lot more Silvermans in our business."*. . . to which we add 'Amen',

RAY PRESENTS

THE book was given to me to read on board the Mauretania, by an American. It is a thin little book and I read it during the tea-hour, in about twenty-five minutes. "Enjoy Yourself — It Is Later Than You Think" was written by a Chinese. At least three travellers were influenced by its message; and, consequently, their family, their friends, and those who came within the radius of their respective circles were also influenced.

Some of us drink black coffee to stay awake, others go to the steam bath, others have a few Scotchs, and still others become chain smokers. The thought, "It is later than you think", does not penetrate. We are consumed with the thought that we must hurry, that it is late.

I MET a man who was told by his physician. "It is later than you think", and so he decided to take a trip around the world, to turn his business over to other members of his company, to permit them to close certain deals which he had commenced. But it disturbed him that his family might be obliged to live differently when he was no longer here; and then he began to analyze just what he had given to his family, and what his family gave to him.

His daughter was at a finishing school in Europe. He had not seen her for several years, since he was too busy to go to Switzerland where she had been in school from the time she was a young miss. He had received photos of her, but he wondered if she looked like the photos, for he remembered her only as a little girl; and the photos revealed her as a strange young woman. Soon she would find herself in love, she would marry and he would be left with the memory of the little girl with the chubby knees.

His son, quite a brilliant scholar, was not interested in his business, textiles, but had been crazy about planes — what made them go, how to increase their speed, how to accomplish an instantaneous height and how to remain motionless. No good to the business at all, he thought, and so his partners' children, their sons, would carry on the business he had built up from scratch.

THIS gave him a pang of regret, but then he remembered that he had never made textiles interesting to his son; he had never taken him over the factory; he had never given his business the human touch, nor related to his son the story of its adventure.

As for his wife, he thought of how she and he had loved to dance; and then he began to count the years since they had gone dancing. What fun they had had when his wife packed the picnic basket, put the bathing suits in the car, brought along towels and prepared for a day in the country, close to some lake where they could all take a dip.

WHILE he was permitting his thoughts to travel backward through the years, he paused to take his own pulse, he strained to catch his heart-beat, he felt drowsy and his head became lowered until it rested upon his desk.

When the clock chimed the full hour and Mr. K. was still at his desk, his head resting upon one arm, his secretary advised one of the partners, who came to Mr. K's office with her. This partner became alarmed and drew close to Mr. K. to listen to his breathing — yes, he was breathing, but might this not be a condition of coma?

In all the years of his association with Mr. K., thirty-five years at least, never had Mr. K. been asleep during the daytime, and never had he fallen asleep in his office. It was now 2 P.M. and Mr. K. had been asleep for over an hour — he must call his physician — it must be a heart-attack! But prior to the arrival of the physician, Mr. K. awakened. He was feeling refreshed, and he called his secretary, advising her that he was taking the afternoon off, and would finish his letters in the morning. This created a near-panic, and the partners, the manager, the secretary all came close to having a heart-attack on their own.

ONE week later, Mr. K. had left for his world-trip. In six months, his heart condition was diagnosed as normal, and his physician concluded that what had been wrong with Mr. K. was too much pressure, too little leisure, which gave him a tired heart condition.

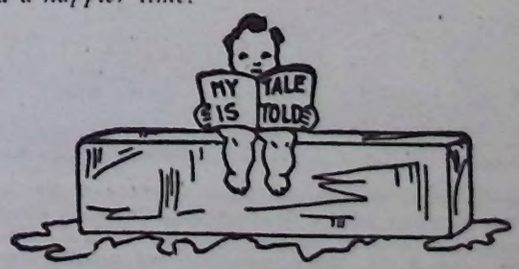
"Enjoy yourself, it is later than you think", Mr. K. never forgot this kindly advice; and for many years it gave him pleasure to present copies of the little book to friends, and to acquaintances whom he met on his travels.

I happened, at that time when I met Mr. K., to have been four days at sea. I felt thoroughly rested and was wondering what I was going to do with so much leisure and so much rude health when, without any warning, in the midst of packing my bags for disembarkation on the following morning. I felt a kink in my back, and the next thing I knew, I was unable to move without the most excruciating pain.

AFTER eleven years, I thought to myself, I plan a holiday, and carry through with this holiday despite the fact that, on the evening prior to sailing, I signed a deal for a Selznick-Alliance partnership affiliation in Canada, a partnership deal which big men in our Industry would have given their eye-teeth to have accomplished. What amazed me as I lay there was that I did not cancel my holiday when the deal was closed. What further amazed me was that I was reconciled to the thought that this whole business can become operative without my presence. But the greatest surprise of all was that I have been worrying about what I am to do to keep myself occupied, feeling so thoroughly rested and full of plans and energy. And now I found myself in bed, suddenly ill with a lame back.

Fortunately, after a good sleep and a five A.M. breakfast, I finished my packing and was ready to pass through the routine of landing cards etc. at 7 A.M. But, believe me, it will not be eleven years before I take another holiday; and if it is "later than you think" for the other fellow, might it not be "later than you think" for you and for me?

I do not know why I suffered that kink in my back, unless to do this Industry some good, for the story about Mr. K. and the preamble were only utilized as introductory material for the real story of the kink in my back, in order that you whom I know, who are always working under pressure, may ease up the better to to enjoy what you are doing, and for a longer and a happier time.



Toronto and District

By BILL PRESS

THREE Yonge Street theatres, the Biltmore, Downtown and Loew's, have been directed to remove marquees and overhanging signs on Yonge Street before Sept. 1 by the city building department for the construction of Toronto's rapid-transit subway.

Two other theatres, the Imperial and Rio, are not affected by the order because they are not located near the sites of proposed subway stations, it is declared. Theatres in the immediate district may suffer a business loss during the disturbance of street traffic.

* * *

Arch H. Jolley, executive secretary of the MPTA of Ontario, made his last speaking appearance of the season at the luncheon of the Bloordale Businessmen's Association, Toronto, for which he was the guest of Manager Dudley Dumond of the State Theatre.

* * *

What might be regarded as a sign of the times is the drooping trend of admission prices in some locations. The Savoy Theatre at Owen Sound is one of the latest to reduce prices, the new top evening admission being 35c. The adult matinee price is 25c, including tax.

Owen Sound also has the Famous Players' Classic and two Odeon units, the Centre and Roxy Theatres.

* * *

A director of the Motion Picture Theatres Association of Ontario, Lou Rosefield, owner of the Westdale Theatre, Hamilton, and Mrs. Rosefield have been enjoying a vacation rest at Mt. Clemens, Mich.

* * *

Lots of happenings at Peerless Films . . . Mark Berman, Peerless Toronto booker, announces the birth of a little Berman to be known from now on as Natalie . . . Joe Bermack announces the appointment of Charles Frankelson as Winnipeg representative for Peerless, the post formerly held by Ben Sommers.

A new addition to SARO is booker Norman Kates who was formerly with UA.

* * *

It is with deep regret that the death of an old friend, Ronald McClelland, 61, is recorded, his passing taking place at his home, Maplewoods Farm, Maple, where he had specialized in Jersey cattle and thoroughbred horses. His funeral in Toronto on June 22 was attended by many representatives of the film industry in which he was a pioneer.

Ron McClelland gave North Toronto its first real theatre in the Capitol and had built the Eglinton Theatre about 15 years ago. He is survived by his wife, three children, his mother who resides in Jamaica and a sister. He was a Mason and Shriner. Burial took place in the churchyard of St. John's Anglican Church, York Mills.

* * *

The Canadian Picture Pioneers' midnight benefit shows at four Toronto theatres have been laid over until the fall, it is announced, because of the continued hot and humid weather.

Victoria, Toronto, To Close

With nostalgic sighs from the movie - column contingent of the Toronto press, the Victoria Theatre, Toronto, gave what is rumored to be its last show on the night of Saturday, June 25th.

Although Famous Players has announced that the closing is a temporary summer measure, many showfolk around town doubt it will ever reopen as a movie house. For some time, the supposition has been that the theatre will eventually be turned into a television studio.

Casino Imports Names

The Casino, Toronto, in defiance of the traditional summer slump, is going ahead full steam with its name - act policy. Beginning July 1st, Ethel Waters and Fletcher Henderson are due there for a week and, following them, the "Four Knights", a male quartet, will appear for a week.

At the Universal-International Sales Meetings at the Hotel Waldorf Astoria in New York are members of the Southern and Canadian Division. Left to right are district manager P. F. Rosian; division manager F. J. A. McCarthy; district manager J. E. Garrison, and A. W. Perry, president and general manager of the Empire-Universal in Canada.

The Canadian Moving Picture Digest

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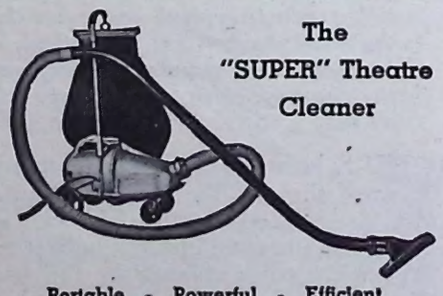
Centre Island To Get First Theatre

The Foundation Company of Canada will undertake the long - awaited construction of a theatre on Centre Island almost immediately, it was reported in Toronto this week. Contrary to rumor, the theatre is not to be quonset - type but will be a standard construction house with a seating capacity of 800. Operation will be on a year - round basis.

New Glass Screens For Loew's

A new screen woven entirely of glass filaments adapted to regular flat frames has been announced by Herman Gluckman, President of Nu-Screen Corp., following completion of installations in 80 Loew's Theatres including the two Loew's Theatres in Toronto. A similar glass screen will also be installed shortly in Loew's London house.

The installations began after tests conducted by Lester Isaac's department and according to Gluckman, these showed greatly improved screen brightness with the same projection lamps, and also more uniform transmission of sound. The screen is woven to produce a fabric that is "porous" to sound.



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Concensus Is Fox New Product Smash

After listening to Charles Einfeld, advertising and publicity director for 20th Century-Fox, describe his company's product for the coming season at the Fox luncheon held June 23rd at the Royal York Hotel, Toronto, the concensus of opinion of circuit heads present was that this year, Fox had outdone itself.

Andy W. Smith, Jr. (Vice-President in Charge of Distribution in Canada and the U.S.) spoke first to the gathering of exhibitors and Fox men. He brought regards from Spyros Skouras, who is in Europe, and from Al Lichtman who had intended to be present at the meeting but was detained in New York by illness.

Mr. Smith introduced Charlie Einfeld as a triple-threat man with experience in all phases of the industry — exhibition, distribution, and production.

Contrary to expectations, nothing was mentioned at any time during the luncheon about the proposed flexible policy of percentage bookings which has been uppermost in the minds of exhibitors in connection with the name, FOX. Queried on this point by the Digest reporter, Mr. Roger Ferri, assistant to Mr. Smith, stated that Fox will continue in Canada the same 'hand in hand' policy with exhibitors as they have been pursuing during the past two years.

Why A New Sales Policy?

Canada has been in 1st place divisionally since June '48, the period covering the last 4 Fox sales drives. Toronto has remained in number 1 spot consistently during that time having been over quota for 51 of the last 53 weeks. In the current drive 5 of the 6 top-ranking branches are Canadian.

"During the past two years, "Mr. Ferri said, *"through the establishment of new outlets, we have substantially*

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Fox Announces 30 For '49-'50

Twentieth Century-Fox will release 30 of the most important productions in its history for the year 1949-50, A. W. Smith, Jr. Vice-President and General Sales Manager, told assembled distribution personnel Thursday at the company's annual Canadian sales meeting in Toronto. Smith revealed the lineup for the period starting July 1, 1949 and ending June 30, 1950.

It was also revealed that of the 30 pictures to be released, 23 are either completed or before the cameras, with the remainder of the roster scheduled to be finished by early fall.

The schedule includes: "Pinky", Darryl F. Zanuck's major production of the year, starring Jeanne Crain and William Lundigan; "Come To The Stable," starring Loretta Young and Celeste Holm; "Prince of Foxes," filmed in Italy, starring Tyrone Power, Orson Welles and Wanda Hendrix; "The Black Rose" now filming in North Africa, starring Tyrone Power, Cecile Aubrey and Orson Welles; "Twelve O'Clock High" a story of the Air Force, starring Gregory Peck; "House of Strangers" starring Edward G. Robinson, Susan Hayward and Richard Conte; "Sand" in Technicolor, starring Mark Stevens, Coleen Gray and Rory Calhoun; "You're My Everything", in Technicolor, starring Dan Dailey and Anne Baxter; "Slattery's Hurricane" with Richar Widmark, Linda Darnell and Veronica Lake; "I Was a Male War Bride",

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Variety Baseball Game Set For July 21st

The date for the annual Variety Club baseball game was set at the regular dinner meeting of Toronto Tent held on June 28th. Barring flood, famine or other natural calamities, the event will take place at the Maple Leaf Stadium on July 21st, between the Toronto Maple Leafs and the Montreal ball club.

All proceeds will be turned over to the Variety Village Fund which supplies the newly inaugurated school for crippled children at the junction of Kingston Rd. and Danforth.

Rhetorical Question

During the course of the 'speak-your piece' session at the Fox luncheon last week, N. A. Taylor of 20th Century Theatres asked a 'rhetorical question' which we are quoting here together with the answer by Andy W. Smith, Jr. The dialogue went as follows:

Taylor: "When are the film companies going to recognize that Canada is a separate country and do something for our trade press? It should get the same support that the U.S.A. trade press does and a proportionate part of the advertising expenditure in the domestic market should be spent in this country."

Smith: "Perhaps we are not doing enough for the trade press in this country. Like other matters that have been introduced here, we will take it under consideration."

Gaumont-Kalee Names Heads

Mr. M. Edson has been appointed District Supervisor of Gaumont - Kalee's Sound and Electronic Dept. and Mr. M. Walterhouse has been appointed District Supervisor of G-K's Projection Dept., it was announced in Toronto by H. Goldin, Chief Engineer.

At the Fox Canadian sales meeting conference table: Canadian sales representatives and head table (l. to r.) Roger Ferri, Assistant to Mr. Smith, Charles Einfeld, V-P in charge of advertising and publicity, Andy W. Smith, Jr., V-P in charge of sales, Arthur Silverstone, Canadian General Sales Manager, Harry Ballance, Southern Divisional Manager, and Peter Levathes, Short Subjects Sales Manager.

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Maritime News

By A. L. FAIRWEATHER

THE visit of Fred C. Dillon, secretary of Canadian Film Board of Trade, was looked forward with much interest in Saint John where plans for his entertainment were made at a meeting of the Maritime Film Board (Harry Cohen, RKO, president and Louis Michaelson, Empire - Universal, secretary). Arrangements were made for a morning meeting with the members and a luncheon at which members, theatre managers and heads of circuits were present.

* * *

The Strand Theatre, St. John, through the kindness of the F. G. Spencer Co. Ltd., was donated on a Sunday evening for a meeting of Alcoholics Anonymous which was very largely attended and thanks given to the management and staff through the Press for their services.

* * *

R. S. Roddick, Eastern Superintendent for Famous Players at Halifax, was in St. John and told your correspondent of the many plans made for the 200th Anniversary celebration at Halifax at which Lord Cornwallis, descendent of the founder of the city, is to be present. The theatres hope to benefit from the thousands of visitors to "The Warden of the North".

In town from Toronto, Joseph Marks of SARO and Charles Chaplin of UA, conferring with their respective branch managers.

* * *

Arranged by John Tagg, local manager of Dominion Sound Ltd., a meeting was held at the Paramount Theatre Wednesday morning at which a film made by the Canadian National Carbon Company was shown. The picture demonstrated the use of high intensity projection and proved what an improved representation is given through this means to technicolor films. The problems involved in projection were also shown. Present was Gordon Patterson, representing the National Carbon Company. Invitations were extended to all City operators. Many Film Exchange managers and almost all projectionists in St. John attended and found the film and demonstration most useful and instructive. The film will be shown at the Gaiety Theatre, Fredericton and at the Capitol, Moncton, N.B.

* * *

Visitors in St. John recently have been Mrs. H. M. Nesbett of the Star theatre Edmundston, N.B., R. F. Hazel of the Rialto, Tatamagouche, N. B., and S. L. Green of Green's Theatre, East Florenceville, N.B.

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Prospects of a very good crop are reported by several managers who have visited Prince Edward Island lately, which means that, on that Island of many farms, more people will be able and anxious to attend the theatres.

* * *

J. Lieberman, accompanied by his family, have returned from a three week trip which took them to Detroit, Montreal and Quebec City. Mr. Lieberman is one of the partners of the B. & L. Theatres.

Fox Meeting

(*Continued from Page 5*)

increased our returns in Canada. Most of these outlets have been key situations. Next year," he continued, *"we will devote the same policy to the smaller situations and the independent exhibitor."*

"The public is shopping, therefore the exhibitor is shopping." Mr. Ferri went on. "We go on the principle that no one knows the community situation better than the exhibitor and no one knows our pictures better than we do."

What is perhaps the final comment on the Fox sales policy in Canada was given by Nat Taylor when called upon to speak. Mr. Taylor said, *"I came here expecting to hear all about the new policy. However, perhaps with Arthur Silverstone in Canada, Fox doesn't need any new sales policy."*

Mr. George Peters spoke to the group on behalf of Odeon theatres, and Mr. Herb Allen spoke for Premier Operating Corp. When called upon to address the gathering, John J. Fitzgibbons spoke at length on the problem of the non-movie-goer, which has been so much in the news since David Selznick's recent statement concerning 'the widest possible audience' and the discussions of it by Life's round table.

Mr. Fitzgibbons prefaced his remarks with the statement that out of 115,000,000 potential patrons in the United States, only 7,000,000 see the average good picture. He assumed that the same applied proportionately in Canada.

"One of the things we must lick is the creation of new interest in our business," said Mr. Fitzgibbons. *"There are new competative media on the scene and television may give people the kind of entertainment that the movie industry does not."*

20th Century-Fox is in the process of inaugurating a policy of television trailers in the U.S. with the intention of following up in Canada with the same policy when conditions permit, it was stated by Roger Ferri in Toronto last week.

"Let us take a leaf from the book of radio and television when it comes to advertising. We will start with television trailers and people will complain, as they always do, that we are showing too much — giving too big a sample. Right now, our advertising is restricted to newspapers. What about oral presentation? A radio platter telling the story of a picture or some interesting anecdotes about its production?"

"As it is,", Mr. Fitzgibbons continued, *"the enthusiasm of the man who makes the picture never gets past the can it's put in. What we must find is a way to transfer that enthusiasm to the public."*

Other guests at the head table, besides the speakers, were Morris Stein and Ben Geldzaler of Famous Players, Jule Allen of Premier Operating, Peter Levathes in charge of short subjects for Fox, Ben Freidman of the Independent Exhibitor's Assn. and Arthur Silverstone, Canadian General Sales Manager who chaired the meeting.

Two TV Trailers Made

RKO has prepared a special TV trailer on their July 1st release "The Big Steal". The news was received by Gael Sullivan, Executive Director of TOA, who has been urging the industry to use TV for the exploitation of feature pictures.

The same week, Sullivan received word from Irving Allen, partner of Franchot Tone in their production of "The Man In The Eiffel Tower", that the associates have produced a 90 ft. (1 minute) 16mm. TV trailer on "Tower". The trailer ends with a main title card long enough for the local announcer to give local theatre dates and plug the picture.

Winnipeg News

By J. J. CONKLIN

WHILE the Winnipeg 75th Birthday anniversary celebration of one week, with its varied programmes, was a success in diversity of high class entertainment, receptions and notable visitors, it was a decided "flop" for the moving picture houses, and everyone might have been closed for the little business that came their way. Managers blame the circuses that were attracted to the city during the week which, with their side shows, were largely patronized. Business shows an improvement this week.

* * *

The annual outdoor picnic of the moving picture industry of Winnipeg and suburbs will be held again this year in Maple Grove park on the banks of the Red river where there is a sandy beach. This event attracts a thousand members of the executives and their staffs, with friends, and a programme of enjoyment is provided. The date is Sunday, July 25. * * *

A series of newsreel and pictorial films of Manitoba are being arranged this summer, some by National Film board and others by private corporations. They will be exhibited across Canada and in U.S. theatres.

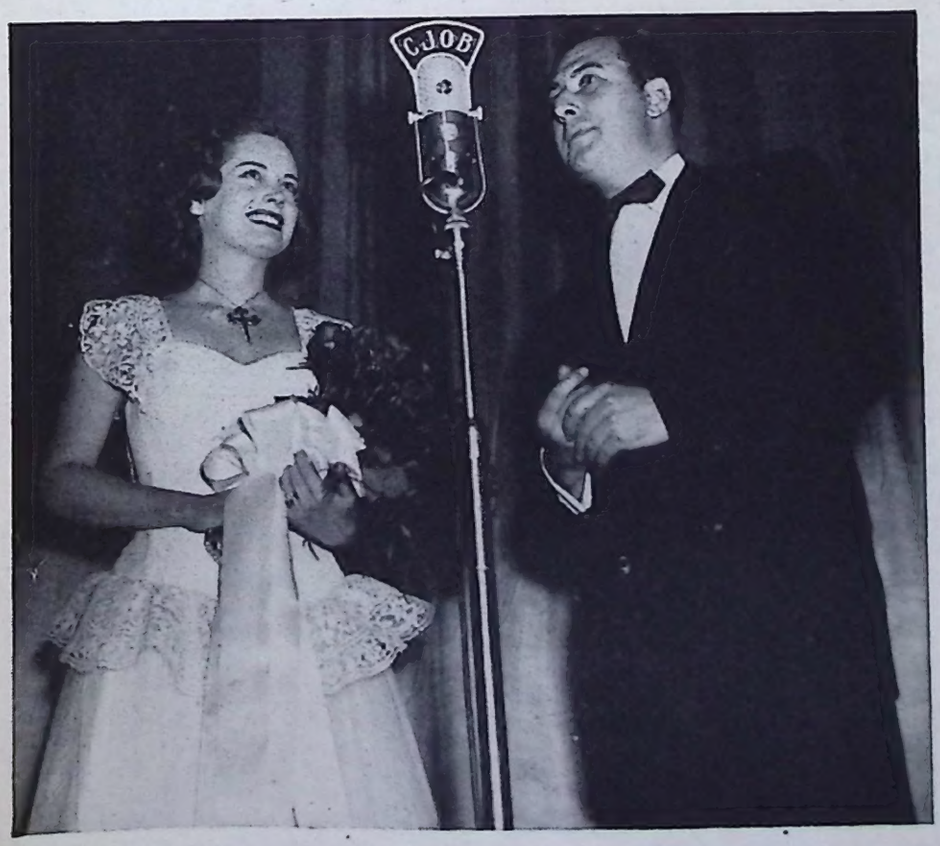
Alexis Smith, Winnipeg Celebrate Dual Birthday

Alexis Smith, who was in the city during the 75th anniversary, was celebrating not only Winnipeg's birthday but her own, which fell during the week.

To mark this event in her personal life and as a thank you for her appearance in Winnipeg, the Hudson's Bay Company presented her with a point blanket coat. A. J. Gilbert, store manager, made the presentation at an informal reception.

"I'm too excited to try to make a speech," exclaimed Miss Smith at her birthday party. She immediately tried on the coat and was delighted to find that it fitted her perfectly. "I wonder how that happened?" she questioned, smiling. "This is more like Christmas in June than an ordinary birthday," remarked her husband, Craig Stevens, also a movie star, who arrived by plane from Los Angeles earlier.

"This is going to make me want to return to Winnipeg every June," said Miss Smith, when she received the coat. "We would be delighted to be able to give you a birthday party every year," replied Mr. Gilbert, "if you could make arrangements with your husband and your studio to drop everything in June, and come to Winnipeg."



Warner Bros.' ALEXIS SMITH being introduced to a capacity audience at the METROPOLITAN THEATRE, WINNIPEG, CANADA, by manager EDDIE NEWMAN, on the occasion of her personal appearance in connection with the Western Canadian Premiere of "SOUTH OF ST. LOUIS". Miss Smith was the guest of the City of Winnipeg during the week of June 5th, WINNIPEG'S 75TH BIRTHDAY WEEK.

PROMOTIONOTES

"Mr. Blandings"—Somerset, Ottawa

For the engagement of "MR. BLANDINGS BUILDS HIS DREAM HOUSE" at the Somerset Theatre, Ottawa, Morris Berlin effected a tie-up with a local clothes shop for a $25 award towards the cost of a dream suit. A restaurant used advertising space on a throwaway to advertise dream meals.

The bicycle idea was used by Manager Lou Goldin of the Odeon-Rialto in Winnipeg to exploit "Gaslight Follies".

"Impact" — Downtown, Toronto

Martin Simpson, manager of the Toronto Downtown, got an unusual angle on the picture "Impact" in which Ann May Wong appears for her first screen role in four years. The news was released in the Chinese press and the picture plugged in those papers from the angle.

Simpson also had Stan Helleur of the Toronto Telegram conduct a personal telephone interview with Harry Popkin, the producer of "Impact", who happens to be an ex-Torontonian.

Then, to top it off, Simpson arranged a tie-up with the Toronto Transportation Commission outdoor advertising department in which they used the title to plug the 'impact' which streetcar advertising has and, at the same time, announced the playdates of the picture at the Downtown.

"Paisan" — Cardinal

Prizes for the best campaign in connection with the showing of "PAISAN" in Canada are being offered by Cardinal Films. Prizes are to be $100, $50, and $25 to cover any engagement from now up to and including Dec. 31st, 1949. The campaign includes newspapers, local promotion, and exploitation of the picture in an individual theatre in Canada.

Entrants are advised to have their campaign scrapbooks in to the Cardinal Films head - office, 700 Bay St., Toronto, before December.

« Capital Story »

By WILL McLAUGHLIN

WHAT with Bingos at the Auditorium and Coliseum, Tex Beneke and His Band in person at the Auditorium, two carnivals operating with rides and sideshows and a rodeo moving in, we noticed few smiles on the faces of local theatre managers who find that opposition has been increasing each week so that results at local box-offices have been disappointing. Matinee business has decreased considerably in most houses and even night business is not up to the summer level of former years. And don't overlook the weather, that most-used alibi for poor show business. Temperatures have been around 90 during the past several weeks.

* * *

Gord Beavis, manager of the Odeon Theatre, is stressing the modern cooling system of Ottawa's newest movie palace in all his newspaper advertising on the current attraction, J. Arthur Rank's "The Blue Lagoon."

* * *

Ottawa's Stage Society, the only group of professional stage players now appearing locally, are continuing at the LaSalle Academy Theatre with summer presentations ranging all the way from Dracula to The Philadelphia Story. Hugh Parker continues as producer with a newcomer, John Hardinge, now holding down the Director's chair.

* * *

Frank Paul tried free pony rides for pre - school kiddies for two afternoons in front of the Imperial Theatre and the stunt caused considerable excitement around the popular Bank St. theatre.

* * *

Eastern Division of the Motion Picture Theatres Association of Ontario held their monthly meeting at Madame Burger's restaurant in Hull with a good attendance of managers. The next meeting will be the final one until after the hot weather is finished, Secretary Don Watts has announced.

* * *

Shortly after his appointment as manager of the Centre Theatre, Frank Gallop announced the completion of the new air-conditioning system and Centre patrons can now enjoy their favorite shows in cool comfort.

* * *

Theatres put on a special sales drive for tickets in booklet form as an appropriate gift for Dad on Father's Day. What could be nicer as an expression of family love for the head of the house who has to shell out all the year round when the mother and the children go to the movies? Sales of Father's Day booklets were reported excellent.

Vancouver News

By JACK DROY

FIRST run houses around B.C. are taking an awful box office shellacking unless they happen to have a smash hit on their screens — and there are too few smashes. One of our first run houses played to around 150 admissions one night last week. Night clubs are also getting slim pickings at present; one had 6, yes 6, patrons recently; another around 60, and with headline acts and floor-shows. That's how biz is in Vancouver.

* * *

Violet Bedford, MGM cashier, was re-elected president of the Vancouver Stagette Club and will attend the Stagette national convention at Lethbridge, Alberta.

* * *

Max Baader, head of the Capitol - Edmonton maintenance staff and a Famous Players 25 - Year Club member, is spending his annual 1 month holiday in Vancouver . . . Jimmy Nairn, Famous Player Director of Publicity, here from Toronto attending the Canadian Press Club convention and taking a vacation . . . Dave Griesdorf, International Film Distributors Canadian head, in town checking his B.C. Branch . . . Joe Lowden of the Odeon - Hastings was a delegate to the Canadian Masonic Convention in Victoria.

* * *

The Straw Hat theatre circuits are missing this year around the British Columbia summer resorts because they were a losing proposition the past few years.

* * *

Coming from and leaving on vacations are Marion Rich and Frank Gilbert, Paradise; George Gerrard, Strand; Norah Hutchinson, Columbia Pictures; Louis Booth, Eagle - Lion; Joyce Adams, Orpheum; Tom Backus, Rio; Norman Reay, Odeon; Ladysmith and Bill Turner, Plaza.

KORDA-EL DEAL

(*Continued from Page 2*)

Loy, and Edward G. Robinson stand out.

Although only Oscar Hanson and James Cowan took the trip to England to finalize arrangements, Frank Fisher, General Manager of Eagle - Lion has met Sir Arthur in New York several times over the past few months to negotiate the deal.

With the exception of Rank product this is the first time that a distribution firm without any exhibition affiliations has made a deal for Canada independently of American committments. In fact, arrangements have been made in the United States for United Artists to distribute 2 of the Wilcox pictures there.

This present Canadian deal does not include the two films that Korda is making in partnership with Goldwyn and Selznick in England.

Gordon Brown of General Theatre Supply Co., was married on the 22nd to Mary Etchells of the Dominion Theatre staff. . . Alexis Smith, W-B star, and her husband, Craig Stevens, stopped off briefly on their way back to Hollywood from a Winnipeg visit.

* * *

Earl Dalgleish, W - B manager, is back at his desk after being hospitalized for a stomach check-up . . . Fred Poyser projectionist at the Metro in New Westminster was forced to retire thru ill health . . . Hymie Singer, State Theatre owner, is away to San Francisco on a talent hunt and business trip . . . Jack Richards, Vancouver's oldest projectionist, has retired from show business. He was in the booth at the Kitsilano for many years. Retirement was caused by eye trouble.

* * *

Jack Stone, owner of the Park Theatre at White Rock, summer resort 25 miles from here, is the father of a boy — his second. Stone is the business manager of the White Rock Players Club and was formerly an Odeon Circuit manager at Mission, B.C.

FOX PRODUCT

(*Continued from Page 5*)

starring Cary Grant and Ann Sheridan; "Oh, You Beautiful Doll", in Technicolor, starring June Haver and Mark Stevens; "Dancing in the Dark", starring William Powell, Mark Stevens and Betsy Drake; "Wabash Avenue," in Technicolor, starring Betty Grable, Victor Mature and Phil Harris; "Whirlpool" starring Gene Tierney, Richard Conte and Jose Ferrer; "Cheaper By The Dozen", the nation's No. 1 best-seller, starring Clifton Webb; "Night and the City" starring Gene Tierney and Richard Widmark; "Father Was A Fullback", starring Fred MacMurray and Maureen O'Hara; "Thieves' Highway" starring Richard Conte, and Lee J. Cobb; "Everybody Does It", starring Linda Darnell, Paul Douglas and Celeste Holm; "Three Came Home" starring Claudette Colbert; "Oh, Doctor" starring Dorothy McGuire and William Lundigan; "Front and Center" starring Dan Dailey and June Haver; "Arrow", from the novel "Blood Brother", starring James Stewart; "Quartered City", a story of the Berlin airlift, with Montgomery Clift and Hildegard Neff; "Turned Up Toes" starring Paul Dauglas, Jean Peters and Cesar Romero; "Ring Waterfront 3", starring Linda Darnell and Dana Andrews; "From The Halls of Montezuma", in Technicolor, starring Dana Andrews, Anne Baxter and Paul Douglas.

The Story Behind 'The Story'

place in the future. It is a business relationship of a rare and beautiful kind.

"To reach a large audiece, that is a really large audience with this film," he says, *"the entertainment theatre seemed the only route. The company well realized what a hard route it was and what the odds were against it. After exhaustive investigation, it became clear that Robert Flaherty was the film-maker most likely to command such an audience."*

History Is Made

Flaherty was given an advance and about 6 months time to survey the field and see if he could find material for a picture. He found the material and the rest is, according to the critics and local showpeople who have seen the film screened, motion picture history.

The only commitment which the company asked was that Flaherty write a story line which would be approved by the Board of Directors and then followed in the picture. When the picture was finally completed at a cost of about a quarter of a million dollars, the company turned it over to Flaherty who made the distribution deals direct world-wide. Flaherty is to have sole control for a period of two years after which the company is to have the 16mm. rights for showings in schools, churches, etc.

"The company felt that its primary interest in getting the picture circulated to the largest audience would be best served by this method," says their representative, *"and since they had no experience in the entertainment film business, they did not wish to get involved in its intricacies in any way."*

That is to say, the interests of the sponsors would be well looked after provided that the film were given extensive exhibition. To them, it was worth a quarter of a million dollars. And, from the next paragraph in Mr. Sammis' letter, it appears that Standard Oil is well satisfied that they are getting their moneys worth.

Self-Interest Pays

"Then a strange thing happened." he says. *"The company was applauded for its selflessness and foresight in foregoing any credit. This originated as a kind of word - of - mouth in the trade, but it was picked up and perpetuated with each succeeding wave of publicity until it became embedded in a sort of fixed tradition. Thus it turned into a public relations plus for the Jersey company far beyond what had been forseen in the beginning. The acclaim for the film has been world-wide. Flaherty has received an "Oscar", a film award in Venice, and the music for the film was awarded the Pulitzer Prize."*

Happy Ending

That, substantially, is the story behind the 'Story'. Flaherty is now in Europe and the Jersey company has formulated no new plans for another film although they report they are definitely interested. But it is not a story that needs any other ending than the one it has at present. After 28 years of ups and downs, Flaherty has found a limited solution for a problem which is the bugbear of practically every creative person in American films today — to obtain the money and be given the time to make picture without alien supervision — and to get well paid for it.

—J. R.

Nairn To Visit Hollywood

James Nairn, publicity director of Famous Players, has left for a quick jaunt to Hollywood. Mr. Nairn will return to Vancouver on June 30th and fly back to Toronto on July 4th.

NFB
The New
CANADA CARRIES ON
RELEASE FOR
JULY
"FAMOUS FISH I'VE MET"
With GREG CLARK & PETE McGILLEN
In Color
A NATIONAL FILM BOARD PRODUCTION
Distributed by
COLUMBIA PICTURES

Trans-Canada Showings

Use This Information As Your Guide On Release Dates

TORONTO

DOWNTOWN
"Song of India" (Col.), and "The Gentleman From Nowhere" (Col.).
EGLINTON-UNIVERSITY
"Adventure in Baltimore" (RKO), and "The Green Promise" (RKO).
IMPERIAL
"The Beautiful Blonde From Bashful Bend" (20th-Fox), Technicolor, with Betty Grable and Cesar Romero.
LOEW'S
"The Barkleys of Broadway" (MGM), Technicolor, with Ginger Rogers and Fred Astaire.
ODEON-CARLTON
"The Bad Lord Byron" (EL), with Dennis Price and Mai Zetterling.
SHEA'S
"We Were Strangers" (Col.), with Jennifer Jones and John Garfield.
TOWNE CINEMA
Fourth week. "Paisan" (Cardinal).
UPTOWN
"The Lady Gambles" (UI), with Barbara Stanwyck and Robert Preston.

MONTREAL

CAPITOL
Third week. "Mr. Belvedere Goes to College" (20th-Fox), with Clifton Webb and Shirley Temple.
IMPERIAL
"City Across the River" (Univ.), with Stephen McNally and Sue England.
LOEW'S
"Little Women" (MGM), Technicolor, with June Allyson and Peter Lawford.
ORPHEUM
Third week. "The Champion" (UA), with Kirk Douglas and Marilyn Maxwell.
PALACE
"Adventure in Baltimore" (RKO), with Robert Young and Shirley Temple.
PRINCESS
"Whiplash" (WB), with Dane Clark and Alexis Smith.

SAINT JOHN

CAPITOL
"Bride of Vengeance" (Para.), with Paulette Goddard and John Lund.
PARAMOUNT
"Act of Violence" (MGM), with Van Heflin and Janet Leigh.
MAYFAIR
"Arch of Triumph" (UA), with Ingrid Bergman and Charles Boyer.
STRAND
"The October Man" (EL), with John Mills and Joan Greenwood.

WINNIPEG

CAPITOL
"Mr. Belvedere Goes To College" (20th-Fox), with Clifton Webb and Shirley Temple.
GAIETY
"North West Mounted Police" (Para.), Technicolor, with Gary Cooper and Madeleine Carroll.
MET
"Don Juan" (WB), Technicolor, with Errol Flynn and Viveca Lindfors.
ODEON
"The Passionate Friends" (EL) with Ann Todd and Claude Rains.

CALGARY

CAPITOL
"Whispering Smith" (Para.), Technicolor, with Alan Ladd and Brenda Marshall.
GRAND
"Rogues' Regiment" (UI), with Dick Powell and Marta Toren.
PALACE
"Wake of the Red Witch" (Rep.), with John Wayne and Gail Russell.
CRESCENT
"The Bride Goes Wild" (MGM), with Van Johnson and June Allyson.

VANCOUVER

CAPITOL
"Bride of Vengeance" (Para.), with Paulette Goddard and John Lund.
ORPHEUM
"South of St. Louis" (WB), Technicolor, with Joel McCrea and Alexis Smith.
PLAZA
"Red Stallion in the Rockies" (LL), Cinecolor, and "Swiss Miss".
STRAND
Fourth week. "Mr. Belvedere Goes To College" (20th-Fox), with Clifton Webb and Shirley Temple.
VOGUE
"You Gotta Stay Happy" (UI), with Joan Fontaine and James Stewart.
INTERNATIONAL CINEMA
"The Last Days of Pompeii" and "She".

DELIVERING AS PROMISED!*

THE 20th CENTURY-FOX SALES POLICY IN ACTION

GALA ALL-STAR PREMIERES!

*PAGE 6

Paul Douglas, Linda Darnell, Jean Peters build local industry good will with Hollywood Premiere excitement and glamor in St. Louis, Pittsburgh for

IT HAPPENS EVERY SPRING

SATURATION, REGIONAL PREMIERES!

*PAGE 5

The whole West will be covered by gigantic 150 day-and-date 4th of July regional Premiere for

Will James' SAND color by Technicolor

REDUCED CLEARANCE, MULTIPLE RUNS!

*PAGE 5

MR. BELVEDERE GOES TO COLLEGE

First-time simultaneous 18 theatre Subsequent Run showing makes history in Philadelphia. Business up 50% to 300%

There's No Business Like 20th Business!

20th CENTURY-FOX